

# LOW CARBON AND CIRCULAR ECONOMY BUSINESS ACTION IN CANADA

## JBC SUBMISSION & TECHNICAL ASSISTANCE DELIVERY Information Guide for Companies



# INTRODUCTION

One of the core functions of the Low Carbon and Circular Economy Business Action (“LCBA”) Canada project is to support European (EU) small and medium enterprises (“Suppliers”) and Canadian organizations (“Buyers”) to achieve mutually beneficial business transactions by assisting in the identification of EU solutions to address Canadian key low carbon and circular economy challenges. In line with this, LCBA Canada will deliver on-going support to both Canadian buyers and EU suppliers to facilitate these transactions and accelerate commercialization of the solutions.

LCBA Canada will offer tailored Technical Assistance (TA) to each Supplier-Buyer business ‘match’ to accelerate the transaction. This brief guide provides LCBA participants with information about the TA support available and the associated requirements.

# THE TECHNICAL ASSISTANCE

The term Technical Assistance (TA) refers to non-financial support provided by local or international specialists and subject-matter experts. The LCBA Canada project will provide access to specialists in order to facilitate the success of a business transaction between Canadian Buyers and EU Suppliers.

The LCBA team will work with each match to identify the specific information and expertise required to support the commercialization process and deploy the solution in Canada. Once TA needs have been identified, the project team will mobilize the appropriate experts to work with the relevant partner to provide the knowledge and advice required.

Up to 25 days of TA support is available per match. The LCBA Canada project team will tailor this support to fit the specific needs of each match. Based on experience from previous phases, the TA provided may be more relevant to the EU suppliers as they seek to better understand the requirements of operating in the Canadian market; however, support is also available to Canadian buyers should they require it. **Technical Assistance support does not include funding or any kind of financial support** for additional studies or pilot projects; however, the project team is prepared to provide advice on relevant external sources of financing, including funding programs available in Europe and Canada.,

Figure 1 below illustrates the indicative types of TA available. The topics are not exhaustive and companies are welcome to specify additional support areas that better align to their needs.

Figure 1: Indicative types of Technical Assistance to be provided by the LCBA Canada project

Types of Available Technical Assistance
Advice on operations & logistics
Advice on trade
Advice on feasibility analyses
Commercial due diligence
Doing business in Canada
Advice on commercial quality assurance
Commercial strategy and negotiation
Advice on external sources of financing
Impact assessment metrics for carbon reduction
Advice on IP protection

## KEY STEPS TO TECHNICAL ASSISTANCE DELIVERY

### STEP 1: Buyer confirmation of a potential match

After the Challenge Pitch Event, each Canadian buyer will select the European company(ies) with the most promising solutions for their Challenge. Canadian buyers are expected to confirm which companies they wish to engage for further discussions and possible next steps **no later than 2 weeks after the Pitch Event**.

During this period, the LCBA Canada project team will organize information sessions to introduce the Joint Business Concept (JBC) and explain the process to be followed once the potential matches are confirmed by the Buyers. The JBC is further defined in Step 2 below.

JBC working sessions with buyers and EU suppliers will include a discussion on TA delivery (question No. 9 on the JBC questionnaire) and the specific needs required by each match.

### STEP 2: Developing the Joint Business Concept (JBC)

JBCs are designed to provide basic information to the European Union (the LCBA Canada funding agency) about the types of partnerships pursued by each match. For the LCBA Canada project team, JBCs also provide key information/context to help tailor and prepare TA support. **JBCs do not disclose sensitive or proprietary information to the EU or any third parties.**

Development of the JBC will involve the following process:

1. Buyer confirmation is received;
2. An online JBC questionnaire will be sent to the EU supplier for completion;
3. The information provided by the questionnaire will be supplemented by the Canadian buyer (if needed);
4. Using the information submitted via the questionnaire, a draft JBC will be compiled by the LCBA team;
5. The LCBA team will then arrange a meeting(s) for each match to validate and finalize the JBC and initiate discussions on TA support.

The two documents included in a JBC – a cover letter and a questionnaire – are available in **Annex 1**.

### STEP 3: Approval of TA request by the EU

The EU will review and validate the JBCs in order to approve the requested TA. **Delivery of the TA cannot commence until JBCs have been reviewed and approved by the EU.**

### STEP 4: TA Delivery

Once JBCs have been submitted and validated by the EU, the LCBA Canada team will mobilize the necessary expert(s), in coordination with the EU supplier and Canadian Buyer as required.

Subject to the identified needs of each match, the duration of TA may vary. It is anticipated that TA support will be delivered over a period of 3 to 6 months.

### STEP 5: Commercialization support and deal closing

Throughout the period of TA delivery and up until a business deal is signed, the LCBA Canada team will provide continuous commercialization support to facilitate dialogue and provide advice.

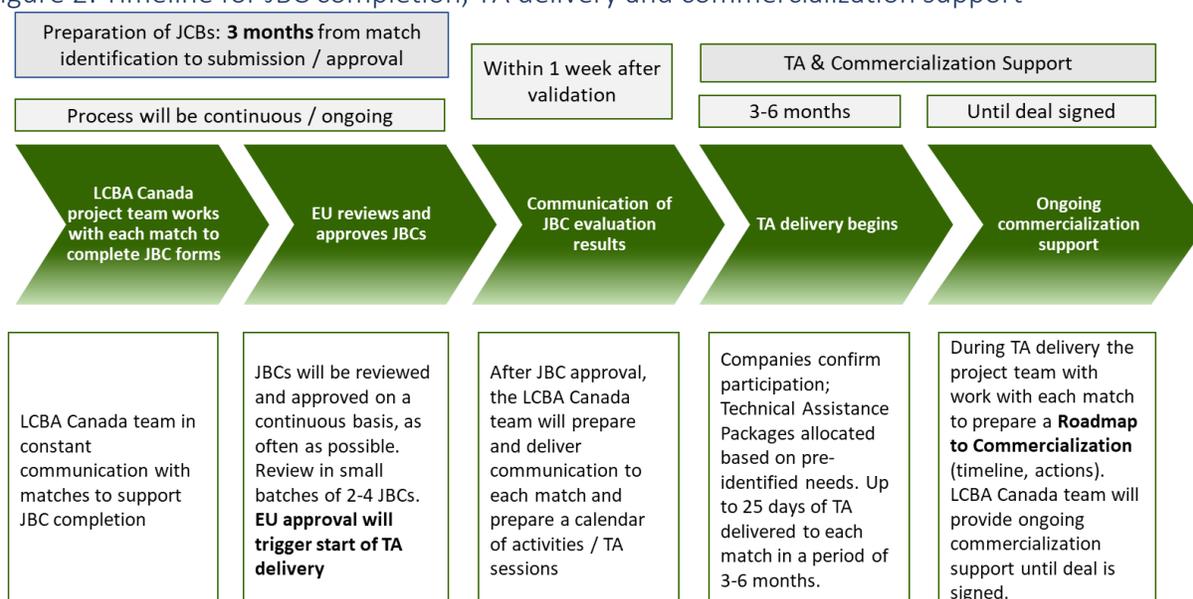
The project team will work with both parties involved in the match to prepare a roadmap to commercialization to summarize the actions and timeline to arrive to a deal closing.

It is expected that business deals facilitated by the project shall be completed before project's end, with a first financial transaction executed no later than July 2023.

## TIMELINE FOR KEY STEPS

The diagram below summarizes the process of TA delivery and commercialization support available under the LCBA Canada project.

Figure 2: Timeline for JBC completion, TA delivery and commercialization support



For more information please contact the LCBA Canada project team at: [info@lcbacanada.com](mailto:info@lcbacanada.com)

*In line with the Paris Agreement on Climate Change and the European Green Deal, the European Union (EU) is pioneering the Low Carbon and Circular Economy Business Action in Canada (LCBA Canada) to support the reduction of greenhouse gas (GHG) emissions and move toward a clean circular economy using a business opportunity-driven approach.*

*This Action is facilitating business collaboration between Canadian Buyers and European suppliers with solutions that have a distinct positive environmental impact, are scalable, reflect a sound return on investment, and enable innovative technology transfer and business transactions. In essence, this Action promotes EU company technologies and services at regional scale to respond to unmet Canadian demand for low carbon and circular economy solutions.*